

business journal

www.polkcountybusinessjournal.com

The Polk County Business Journal contains information on the Polk County business community, the state of Florida business affairs and national news that may directly effect some Polk County business events, along with many interesting articles.

Content for The Polk County Business Journal addresses specific categories; local industry news and business profiles. Each issue features specific most recent trends, business people and changes, plus various lists.

• DISTRIBUTION:

Topped on Ledger Monday Home Delivery only plus 1,000 distributed by Polk County Chamber of Commerce offices.

• FORMAT:

Modular Tab

• FREQUENCY:

Publishes every 4 weeks or 13 times a year

• FEATURES AND BENEFITS:

- Creates brand awareness
- Increases customer base of highly qualified decision makers
- Your marketing investment will direct customers to your business
- Establishes a communication line between local businesses.
- Includes local articles of interest to Polk County businesses.
- Special feature article each issue
- Includes up to date National and Local business news.
- Offers advertisers the chance to expand their business to other local businesses
- Section featured online 24/7

Rates Effective June 29, 2009

Publication Dates:	Deadline Dates:
Mon July 20, 2009	Tue July 7, 2009
Mon Aug. 17, 2009	Tue Aug. 4, 2009
Mon Sep. 14, 2009	Tue Sep. 1, 2009
Mon Oct. 12, 2009	Tue Sep. 29, 2009
Mon Nov. 9, 2009	Tue Oct. 27, 2009
Mon Dec. 7, 2009	Tue Nov. 24, 2009

Dates subject to change without notice.

Open Rate

Ad Size:	1/8 page	1/4 page	1/2 page (H)	1/2 page (V)	Full page	Double Truck
Ad Image Area:	3.2593" x 3.5"	4.9444" x 5.25"	10" x 5.25"	4.9444" x 10.5"	10" x 10.5"	21" x 10.5"
Ad Investment:	\$157.94	\$354.64	\$703.49	\$703.49	\$1,356.26	\$2,938.57
Color Investment:	\$15.80	\$35.47	\$70.35	\$70.35	\$135.63	\$293.86
Ad + Color Total Investment:	\$173.74	\$390.11	\$773.84	\$773.84	\$1,491.89	\$3,232.43

6 Issues

Ad Size:	1/8 page	1/4 page	1/2 page (H)	1/2 page (V)	Full page	Double Truck
Ad Image Area:	3.2593" x 3.5"	4.9444" x 5.25"	10" x 5.25"	4.9444" x 10.5"	10" x 10.5"	21" x 10.5"
Ad Investment:	\$138.20	\$310.31	\$615.55	\$615.55	\$1,186.73	\$2,571.25
Color Investment:	\$13.82	\$31.03	\$61.56	\$61.56	\$118.67	\$257.13
Ad + Color Total Investment:	\$152.02	\$341.34	\$677.11	\$677.11	\$1,305.40	\$2,828.38

13 Issues

Ad Size:	1/8 page	1/4 page	1/2 page (H)	1/2 page (V)	Full page	Double Truck
Ad Image Area:	3.2593" x 3.5"	4.9444" x 5.25"	10" x 5.25"	4.9444" x 10.5"	10" x 10.5"	21" x 10.5"
Ad Investment:	\$118.46	\$265.98	\$527.62	\$527.62	\$1,017.20	\$2,203.93
Color Investment:	\$11.84	\$26.60	\$52.76	\$52.76	\$101.72	\$220.39
Ad + Color Total Investment:	\$130.30	\$292.58	\$580.38	\$580.38	\$1,118.92	\$2,424.32

For more information or to advertise in The Polk County Business Journal please call your Ledger Multimedia Sales Executive or contact The Ledger at 863-802-7381